

Economic Development Update
A bi-monthly update of business and development activity in College Park, Maryland

Prepared by Christopher Warren,
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* **INDICATES UPDATED PROJECT INFORMATION**
NEW INFORMATION ITALICIZED

PLANS FILED (7)

THE DOMAIN AT COLLEGE PARK

Located at the corner of Campus Drive and Mowatt Lane, this project is proposed to be a 5-story luxury multi-family building with 250 residential units and 5,000 – 10,000 square feet of retail. The Hanover Company will be the developer. The developer will market the project to graduate students, young professionals, visiting professors, and empty nesters. The project is expected to be delivered in the fall of 2012 based on a tentative construction schedule. A pre-application notice for a zoning change to M-X-T was accepted on July 28, 2008. The Planning Board recommended approval for this zoning change request on December 18, 2008. The Zoning Hearing Examiner heard this case on January 21, 2009 and filed a decision with the District Council on April 3, 2009, recommending an approval with conditions. In July, District Council approved Hanover's request for a zoning change.

GREENBELT SOUTH CORE*

Three developers had submitted Detailed Site Plan applications for the South Core -- Pulte (DSP included infrastructure for the South Core), Fairfield, and RCP. While the Pulte and Fairfield DSPs received Planning Board approval, RCP's plan was never scheduled for a Planning Board hearing. All three projects are now inactive. A new developer, Craftstar Homes, has signed a contract to purchase and develop 56 townhouse lots within the Pulte portion of the South Core. The Craftstar DSP has been submitted and a Planning Board hearing will be held on November 5, 2009. *The hearing slated for November 5, 2009 has been rescheduled to January 14, 2010.*

JEFFERSON SQUARE APARTMENTS EAST*

Located on the east side of Baltimore Avenue, between Cherokee Street and Greenbelt Road/University Boulevard, the defunct JPI Jefferson Square Apartment project is now under contract with the Rockville-based development company, Patriot Realty. Patriot is seeking revisions to the project's previously approved Detailed Site Plan.

MAZZA GRANDMARC ROUTE 1 RETAIL*

On November 25, 2008 Collegiate Partners filed a Pre-Application Notice for the development of commercial space--with frontage on Baltimore Ave--with the M-NCPPC. Recently, the Mazza Grandmarc's developers filed a Detailed Site Plan (DSP) application for the construction of *10,600 square feet of space, split between two commercial buildings.*

M SQUARE: PRELIMINARY PLAN 4-09022

The University of Maryland is proposing an Office and Research development project on 48.57 acres of property it owns in M Square. The University has given notice to M-

NCPPC of its intention to submit a Preliminary Plan of Subdivision to re-subdivide two existing plats of subdivision, Litton Technology Center and Riverside. The pre-application notice was filed on June 29, 2009.

M SQUARE 3: 4400, 4500 and 4600 RIVER ROAD*

Developers Manekin and COPT filed a Detailed Site Plan on September 11, 2009 with M-NCPPC to construct three 150,000 square foot buildings. The five- story structures will be built for general office and research use. The project will also include the development of surface parking lots and a three level parking garage. The application has not been referred.

UNIVERSITY OF MARYLAND, EAST CAMPUS*

As planned, East Campus will have 654 student housing units and 857 market rate housing units. The commercial space will include 309,399 square feet of retail, 78,451 square feet of entertainment, 104,416 square feet of office and a 200- room hotel. *On November 13th, the University of Maryland issued a press release announcing they would no longer be negotiating exclusively with their East Campus redevelopment partner Foulger Pratt/ Argo Investment. With much of the predevelopment completed by Fougler Pratt, the University reported that it intends to move forward with an East Campus implementation plan.*

The University also announced, as part of the first phase of plan implementation, it is currently pursuing an existing facilities relocation plan for the site, a Maryland Economic Development Corporation collaboration to build a 650-bed graduate student housing project, and a Birchmere commitment to anchor the first East Campus development component.

APPROVED DETAILED SITE PLAN PROJECTS (7)

COLLEGE PARK MOTEL/GARDEN SUITES

The Planning Board approved the Garden Suites' Detailed Site Plan with conditions on February 15, 2007 and the final resolution on April 19, 2007. On May 14, 2007, the District Council elected to review the Detailed Site Plan. On July 9th, the District Council adopted an order affirming the Planning Board's decision, with additional conditions. The new hotel will have 50 rooms.

MOSAIC AT TURTLE CREEK

The Mosaic is located approximately 800 feet southwest of the intersection of Campus Drive and Mowatt Lane. The developer, Owner Entity Fund II, LLC, proposes to develop intergenerational housing at the site, a concept that builds on the strong attraction that alumni have to their alma mater. The project will have 300 multi-family units. The Detailed Site Plan was approved by the Planning Board on October 30, 2008.

STARVIEW PLAZA*

Originally the developer, Starview Plaza, LLC, proposed the construction a mixed- use development that includes 147 units (550 beds) of student housing, 9,487 square feet of ground floor retail, and a 355 space, integrated parking garage. The Detailed Site Plan for this project was approved on July 24, 2008 by the Planning Board and on September

9, 2008 by the District Council. The developers proposed adding another 30 housing units (112 beds) be added the project by building an additional story. In February, the plan amendment to add another 30 units was approved by the County's Planning Director. The project's developers have since submitted a revised DSP, which incorporates a new two- part phasing development strategy for the 177 housing unit (662 beds) project. *On November 5, 2009, the Planning Board approved the application and final resolution. The project's developers have also recently closed on their financing and expect to start construction on phase one before the start of the New Year.*

TOWNEPLACE SUITES BY MARRIOTT

Located at 9620 and 9624 Baltimore Avenue, this Baywood Hotels project will be a 75-room extended stay hotel. The Planning Board approved the Preliminary Plan of Subdivision for Towneplace Suites on September 8, 2005. The Planning Board approved the Detailed Site Plan with conditions on September 18, 2008. The District Council reviewed the Detailed Site Plan on January 12, 2009 and took it under advisement.

THE VARSITY

Located south of University View on the west side of Route 1, the Varsity is a six story mixed- use development that will include 258 units (901 beds) of student housing and 20,019 square feet of ground floor retail. The developer's, College Park Gateway Properties', Detail Site Plan was approved with conditions by the County's Planning Board on January 22, 2009. The District Council approved a rezoning request on March 23, 2009. In July, the state of Maryland sold an adjacent one-acre unimproved parcel to Varsity's developers for \$285,283 as part of the land exchange.

8320-8400 BALTIMORE AVENUE

On November 12, 2007, the City executed an agreement with the developers regarding the build- out of the second phase of University View (8300 Baltimore Avenue) and the development of the 8400 Baltimore Avenue project. In the agreement the City gave its general support for both projects to be student housing with ground floor retail. Together with University View and University View II, this project was purchased by Clark Enterprises, Inc. The Planning Board approved the University View Village Detailed Site Plan with conditions on May 21, 2009.

9909 BALTIMORE AVENUE/ HOLLYWOOD STATION

The owner of the property at 9909 Baltimore Avenue filed a Conceptual Site Plan, Preliminary Plan of Subdivision, and Detailed Site Plan for a 22,000 square foot office building at the northeast corner of Rt. 1 and Edgewood Road. The Planning Board approved the Preliminary Plan and Conceptual Site Plan on January 25, 2007. The Planning Board approved the Detailed Site Plan, with conditions, on April 12, 2007. The District Council heard the Conceptual Site Plan and Detailed Site Plan on June 18, 2007. The District Council adopted an approval order affirming the Planning Board's decision, with additional conditions, on September 11, 2007. The developer is currently pre-leasing for office space.

UNDER CONSTRUCTION/ RECENTLY COMPLETED (6)

DOWNTOWN PARKING GARAGE AND REDEVELOPMENT PROJECT*

The garage will be located at the corner of Knox Road and Yale Avenue with 300 parking spaces and 5,800 square feet of retail. The Pre-Application Notice for this project was filed on August 8, 2007. On November 6th the Detailed Site Plan application was filed and accepted by M-NCPPC. The Planning Board approved the Detailed Site Plan with conditions on January 24, 2008. The City celebrated the garage's official grand opening on August 5, 2009. *The Ledo Restaurant has signed a lease to be the garage's ground floor tenant and expects to be open for business this summer.*

MAZZA GRANDMARC APARTMENTS*

The developer, Collegiate Hall Properties of Greenville, South Carolina, plans to develop 231 units or of graduate student housing with additional commercial space on the Mazza property, west of US Route 1. In early November of 2008 the developer broke ground for this project. *Collegiate Hall is pre-leasing units at an on-site temporary structure. The permanent leasing office, unit model, and all amenity areas should be open by mid-January. The developers report construction is proceeding ahead of schedule with a project completion date of mid-May or sooner. The project's walking/biking path, which will connect the development to the Paint Branch Trail, is now under construction as well.*

M SQUARE: 5850 UNIVERSITY RESEARCH COURT

5850 University Research Court project—a 120,000 square foot office building—is currently nearing completion.

NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION (NOAA)*

Approved by the City and Prince George's County in October of 2006, this project has been designated as a priority economic development project by the County Executive. The project will include 268,762 square feet of leaseable space, a 700-space parking structure and a 500-seat auditorium.

Although the NOAA project is nearly completed, Opus East, the developer, has suspended the project and is in the process of suing General Services Administration (GSA) in federal court over escalating development costs. Opus East's Chapter 7 bankruptcy filing does not include the NOAA building.

In response to the continued Opus East and GSA legal dispute, NOAA extended its current lease with the World Weather Building in Suitland, MD for an unspecified time period. The amount of space NOAA leases in the World Weather Building is 137,004 square feet.

UNIVERSITY VIEW II

The University View II is located in front of University View and will house University of Maryland Freshman Connection students. This project is under construction. University View and University View II, as well as an additional planned expansion project, have been purchased by Clark Enterprises. The Otis Warren Group, an original owner of the project, will retain management in all phases. When the University View II

and an additional expansion project, known as the Village, are completed, another 1600 beds will be added.

THE VILLAGE AT COLLEGE PARK*

Located north of the Beltway on Route 1 in College Park, the Village is a mixed-use development, which includes Camden's 500- unit apartment complex, townhouses for sale by GBI, Inc., and 40,000+ square feet of commercial office-retail space developed by Road Development. Current retail tenants include Pearle Vision, Verizon Wireless, Fed Ex Kinko's, Potbelly Sandwich Works, Starbucks, Moe's Southwest Grill, Massage Envy, and Essential Spa. Buffalo Wing Wings, which occupies the southern restaurant pad site opened in March 2009. A completed Einstein's Bagels restaurant now occupies the Village at College Park's northern pad site. *As of September 2009, the residential occupancy rate for the Camden at College Park has surpassed 90%.*

OTHER NEWS (10)

BAYWOOD HOTEL REDEVELOPMENT

Baywood Hotels, which currently owns three adjacent hotels between Cherokee and Delaware Street, is interested in redeveloping a consolidated site. The proposed project is located immediately to the north of the defunct JPI Jefferson Square Apartments site. Current plans call for demolishing the existing Howard Johnson and Days Inn and replace the hotels with a Springhill Suites and a Homewood Suites, but negotiations are ongoing. The Ramada Inn will be renovated. Baywood also expects to add a stand-alone retail component to the project.

CAFRITZ PROPERTY

On December 13, 2008, the developers of the Cafritz Property held a community meeting to discuss changes made to their proposed project. The new plan will include over 900 multi- family units, 200,000 square feet of retail, 36,000 square feet of office, and a 120-room hotel on 36 acres. The project would provide a wooded buffer to neighborhoods to the west and north and set aside a third of the site for green and open space. A hiker biker trail would provide limited access to the Calvert Hills neighborhood and the College Park Metro Station. However, at this time, the project is not designed to provide vehicular or non- vehicular access to River Road and Kenilworth Avenue to the east. Revision details can be accessed at: http://www.cafritzpop.com/pdf/December_13_2008-Proposed_Plan.pdf.

CITY OF COLLEGE PARK'S ECONOMIC DEVELOPMENT WEBSITE SECTION UPDATED*

The City recently updated its Economic Development online content at <http://www.collegeparkmd.gov/EconomicDevelopmentProgram.htm>. In the coming months, the City's Department of Planning and Development will also be redesigning this section of the City's website.

COLLEGE PERK PROPERTY*

The College Perk property, 9078 Baltimore Avenue, is under new ownership. The owner is expected to submit a Detailed Site Plan to build 50 units of market rate or graduate student housing apartments on the site.

PRINCE GEORGE'S COUNTY BIOTECHNOLOGY RESEARCH AND DEVELOPMENT CENTER STUDY*

In a recently released report, county consultants ranked an unused parking lot, owed by the county, as the top recommendation for building a County Biotech Research and Development Center. In addition to the County's ownership of the 2 acre lot, the consultant also touted the site's proximity to (across the street) the University of Maryland's research office park, M Square, and the College Park Metro Station. The site is located at the intersection of Paint Branch Boulevard and River Road.

Previously, the City of College Park and Urban Land Institute examined feasibility of redeveloping the County-owned site along with those owned by adjacent land owners. The Biotech Research Center Feasibility Study can be accessed:

<http://www.pgplanning.org/Assets/Planning/Countywide+Planning/Research/Biotech+Study.pdf>.

TRANSIT DISTRICT OVERLAY ZONE (TDOZ) WAREHOUSE AREA

Working with the City of College Park and Prince George's County, the Urban Land Institute (ULI) Technical Assistance Panel (TAP) spent May 14 – 15, 2008 evaluating the TDOZ warehouse district for development opportunities. The TAP, specifically, examined two underutilized parcels owned by Clyde Dent and Prince George's County, which are located across the street from the College Park Metro Station. Currently, the Dent property is for sale for \$6.2 million. The panel's final report has been released. The panel formally presented its findings to the College Park City Council on October 7, 2008. A copy of the report can be accessed at: http://washington.uli.org/Community%20Outreach/%7E/media/DC/Washington/Washington%20Documents/TAP%20Reports/Report_College_Park_Final.ashx

UPDATED US 1 CORRIDOR SECTOR PLAN*

A community meeting for the new Central US 1 Corridor Sector Plan and Sectional Map Amendment (SMA) was held September 17, 2008. A design charrette was held on December 5 thru December 10. A Post-Charrette Workshop for the Central US 1 Corridor Sector Plan and SMA was held from 6:30 p.m. to 9:00 p.m. on Thursday, February 19, 2009, at the College Park Community Center. A public information meeting was held on July 8th at the Clarice Smith Center for the Performing Arts. A Public Hearing was held by County Council and the Planning Board on September 15th in the County Administration Building in Upper Marlboro, Maryland. A copy of the Preliminary Central US 1 Corridor Sector Plan and Proposed Sectional Map Amendment can be accessed at:

http://www.pgplanning.org/Resources/Publications/Central_US_1_Publication.htm

The Planning Board is currently holding work sessions on the Preliminary Plan and is slated to adopt it with revisions on December 10, 2009.

WASHINGTON POST PLANT

The Washington Post Plant, located on Greenbelt Road in College Park, closed this summer. The Post has placed the property on the market with Cushman Wakefield's

Baltimore office. The broker for this property is Matt Laraway. He can be contacted, by email, at matthew.laraway@cushwake.com and, by phone, at (410) 685-9882.

8320-8400 BALTIMORE AVENUE*

In October 2009, the University of Maryland and the Maryland Department of Business and Economic Development announced the establishment of the new Maryland International Incubator. The incubator will house Chinese start-up companies. The lease for the incubator is short term. The site of the new incubator, 8400 Baltimore Avenue, is also a key component of the University View Village project and will be slated for eventual demolition.

94TH AERO SQUADRON SITE*

M-NCPPC is currently preparing a Request of Proposals for the renovation and operation of the vacated Aero Squadron space as an upscale restaurant. The site and 15,000 square foot structure, which are owned by M-NCPPC, has been empty since last winter.

SPECIAL EVENT: ‘GET YOUR RETAIL OR RESTAURANT IN THE BEST SHAPE TO SURVIVE IN A DOWN ECONOMY’*

The customer has changed as the economy has changed. Have you and your retail/restaurant business changed? During the workshop, Mr. Casey Willson, a well-known Retail and Restaurant Specialist with over 25 years of experience, will present innovative strategies to help improve and turnaround retail and restaurant establishments. This event is free to local businesses, property managers, and entrepreneurs.

*The workshop will take place on **Tuesday, December 8th, from 8 to 10am, at the office of MDSBDC Capital Region (7100 Baltimore Avenue, 4th Fl., College Park, MD).** Space is limited! Registration for the workshop must to be received by 9 am on Monday, December 7th. For more information or to register for the workshop, please visit the Training section of www.capitalsbdc.umd.edu or call 301-403-0501 ext.11.*

The City of College Park and the Maryland Small Business Development Center are sponsoring this event.